

## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

Transportation is a very important medium in the life of the Indonesia people, given the high demand of the Indonesian people for transportation. At present, the transportation media in Indonesia is being intensified with the emergence of application-based transportation or commonly referred to as online transportation. Online transportation is transportation that utilizes applications as a medium of order to facilitate consumers in terms of meeting transportation needs.

The online transportation management and operational system are by combining modern technology. Every driver uses a smartphone with an application and GPS (Global Positioning System). At present, the convenience offered by online transportation in meeting transportation needs has a significant impact in several regions in Indonesia. Some positive effects that are given to the community are transportation costs which tend to be cheap, ordering is easy and practical.

In addition to very affordable prices and easy ordering, online transportation also provides other services besides inter-passenger services, namely freight services, food delivery services, consumer goods purchase services, pick-up car ordering services to carry many items, house cleaning services, beauty services. The services offered by online transportation are in great demand by many people, this is evidenced by the number of application downloaders.

With a variety of services that have been provided, online transportation has excellent services that are needed by the community. Some online transport applications in the Playstore are GO-jek, Grab Bike, SmartJek, BangJek, Taxi Jeger, Ojesy, BluJek, Uber. One of the cities in its transportation system using online transportation is Surakarta, Central Java Province. Determining the amount of transport fare requires wise handling and policy. This is done in order to bridge the interests of passengers consumers and entrepreneurs or online transport operators. Fare setting aims to ensure the continuity of the implementation of

urban online transportation, also considering the ability and willingness of the users purchasing power. Many factors influence the determination of fare, such as the economic condition of the community, maintenance / spare parts costs, fuel prices, facilities and infrastructure and so on. Changes in fuel prices are expected to contribute to changes in fares, but there is a contrast that needs to be noted that changes in world oil prices along with the global crisis experienced by almost all countries in the world, this has an impact on the price increase of components that affect Vehicle Operating Costs (BOK). Departing from these problems, it is necessary to conduct an analysis of Vehicle Operating Costs (Handoyo, 2015).

### **B. Research Problem**

Based on the background, the problem in the research can be written as follows:

1. What is the online transportation fare based on the BOK in Surakarta?
2. What is the comparison between online transportation fare based on BOK at field fare?

### **C. Research Objective**

The objectives of this research are:

1. To know the size of online transportation fare based on BOK in Surakarta.
2. To compare the fare of online transportation based on BOK with field fare

### **D. Research Benefit**

The benefits that can be obtained from this study are as follows:

1. For Authors

Increase knowledge about making scientific work, and provide information about how much online transportation fare are based on Vehicle Operating Costs.

2. For Academics

Helping the development of science in scientific studies and technology.

### **E. Limitation**

So that this research is not too broad and does not deviate from the formulation of the problem reviewed, research is limited as follows:

1. Online transportation observed is a motorbike and car (GO-Jek) in Surakarta.
2. Calculation of Vehicle Operating Costs uses a method adopted from the Department of Land Transportation based on calculations in the field, bearing in mind that many costs are not yet known in detail.
3. The online freight fare used are services and services for gofood.
4. Components that are not included in the calculation of vehicle operating costs in the form of depreciation costs, capital interest, KIR, office management costs ATP and WTP.
5. Management costs cannot be analyzed because the data cannot be published by PT. GO-Jek.

### **F. Originality**

Research on analyzing online transportation fare based on operational costs the first case study of the Surakarta City study. However, there are several studies that have similarities with this research, namely:

1. Evaluation of Public Transport Fare Based on Vehicle Operating Costs (BOK) route Cilawu-Garut (Asti et al., 2015).
2. Analyze Public Transport Fare Based on Vehicle operational costs, ATP, PO Bus WTP. Beautiful Shades (Arum & Samin, 2014).
3. Evaluation of Inter-City Bus Fare in Provinces Based on Vehicle Operational Costs in Medan-Doloksanggul Route (Pandia & Simamora, 2013).